

Lucian Slatineanu

AI & Product Design Leader • 0->1 Specialist • Mission-critical UX for Emerging Tech
Top Secret / SCI Clearance • BS in Computer Science

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20+ years crafting high-impact digital products at the intersection of AI, autonomy, and human-centered design. Blends executive design leadership with hands-on execution to drive market-defining outcomes. Proven in scaling teams, launching first-of-its-kind platforms, and delivering measurable business impact in defense, autonomy, healthcare, e-commerce, and fintech.

Core Competencies

AI/ML Product Design • Autonomous Systems UX • 0-1 Product Strategy • Complex Design Systems • Prototyping • Stakeholder Influence • Leadership • DesignOps • Systems Thinking • Cross-Functional Collab.

Select 0->1 Wins

- **SIRI** — First smart voice assistant UX
- **CHANGE.ORG** — World's largest civic engagement platform
- **RAND MCNALLY** — First connected automotive assistant
- **NOAH MEDICAL** — First cancer fighting robot
- **US ARMY RCV** — Fleet management for autonomous vehicles
- **US AIR FORCE CBCC2** — Mission-critical C2 platform

Experience

HYPERGIANT | Design Director | 2021 – 2025 | AI/ML Defense Innovation

- Partnered with Product and Engineering leadership to drive human-centered AI solutions for the U.S. Army Robotic Combat Vehicle and U.S. Air Force Command and Control platforms, securing \$200M+ in contracts.
- Scaled design org from 6 to 25 designers; implemented cross-functional processes improving delivery speed by 30% and design quality across mission-critical systems.
- Guided design systems adoption and design-led innovation across AI, autonomy, and critical infrastructure initiatives.

CHROME RIVER | Creative Director | 2018 – 2021 | SaaS Transformation

- Directed end-to-end UX and UI transformation for enterprise SaaS platform, contributing to a \$1B acquisition by Emburse.
- Implemented scalable DesignOps practices and a centralized design system, reducing design-to-dev handoff errors by 40%.
- Led cross-functional initiatives between Marketing, Product, and Engineering that boosted product adoption by 65% and drove a 3x increase in marketing conversion KPIs.

EMBLEMATIQ | IC Design Director & Founder | 2005 – Present | Studio Consultancy

- Built a boutique design consultancy trusted by Fortune 500 clients including Apple, Chevron, Humana, and Squarespace.
- Assembled and led 20+ project teams, optimizing design workflows and delivering award-winning digital products with measurable business impact.
- Specialized in early-stage go-to-market strategy, design system implementation, mobile and e-commerce solutions, resulting in multiple successful exits and funding rounds.

Earlier Roles

HOBSONS | Lead Designer | 2015 – 2018 | EdTech Innovation

- Spearheaded redesign of a suite of education products and marketing websites, driving 3–10x improvement in key performance indicators including engagement and lead conversion.

RAND MCNALLY | Lead UX Designer | 2014 – 2015 | Smart Hardware

- Directed UX design and user research for OverDryve™, one of the first smart automotive assistants, leading to several product patents and a successful commercial launch.

GROUPON | Senior Product Designer | 2011 – 2014 | E-commerce Growth

- Led a cross-functional acquisition team redesigning user funnels, increasing conversion by 3x through data-driven UX and A/B experimentation.

SIRI / APPLE | Founding Designer | 2009 – 2011 | Conversational AI

- Collaborated with Siri's founding team to refine UX for the first smart voice assistant; Guided UX transition post-acquisition to align with Apple's interaction design standards.

CHANGE.ORG | Founding Designer | 2007 – 2009 | Civic Tech

- Partnered with co-founders to define product strategy and build the world's largest platform for online civic engagement, developing the product's first design system and UX architecture.

Recognition

- National Defense Industrial Association – Panelist: AI for Ground Vehicles
- Business Insider – Best Designers in Technology
- Webby Awards – Official Honoree
- ADP List – Design Mentor
- Published author and speaker

“EXCELLENCE IS A HABIT.”